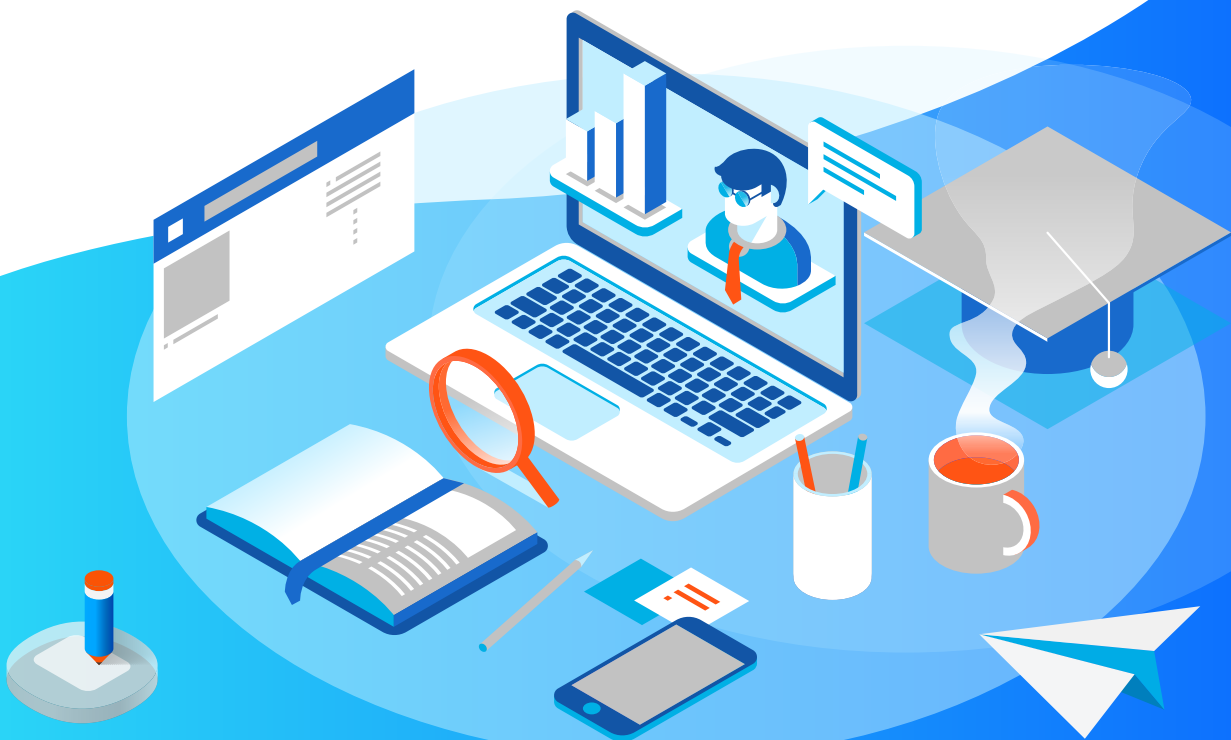


Socialization and Innovation

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From a social point of view, innovation is referred to as the foundation and leadership of the firm through the development of new opinions, methods and techniques with the aim of improvising systematic and sustainable changes in social structures. It is, therefore, believed that the new methods are catalysts of success.

The social innovators are the main proponents of changes in social units. As such, their competence and performance must be continually tested against the objectives of the organization. It is also believed that, social innovation can be used to reach out to the other related companies in attempts to create more avenues for success (R.Kramer, 2005).

Social innovation is also seen as a bridge between social issues and funders. Investors would readily fund social innovators as long as their new methods would result to lasting and sustainable changes to the existing social issues. Therefore, funders of social innovators would be ready to invest in any project that is designed to reformation or even establishing a new idea.

The evaluation of social innovation takes a different form from other aspects of social structures. Here, evaluation is directed towards the potentiality of the ideas presented and not just the expected results. However, the evaluation program could also extend to cover particular aspects of the project.

Through social innovation, therefore, the society can face and handle all forms of social setbacks. It is also the highway through which the society can achieve its objectives. It can be argued that social innovation is a catalyst and also a benchmark for development (R.Kramer, 2005).

Handling Social Problems

In such cases, social innovation both environmental and social problems can be harmonized with the priorities of the political organizations. The society can also use it in determining the best alternative course of action of solving any social problem. For example, when innovators develop an idea while there is also an existing option for solving a problem, they would consider coming up with the best option out of those two.

With social innovation, project stakeholders can setup feasible standards for providing services. For example, new standards could transform and improve the provision of services like procurement and making of policies. In addition, it is widely believed that social innovation can be used in solving some of hot social issues of the nation.

Particularly, it is appropriate for nations with bad records in corruption. Not only can it reveal the failures and mischief of the state, but also provide new measures for change. In accordance with the aforementioned factors, therefore, social innovation can be used to restructure the societies by eliminating prevalent social issues (Horne, 2007).

Contexts of Social Innovation

Given its dynamism, social innovation can be used in many contexts such as the dimension of politics, economics, legal administration, and culture. Developing new measures of solving the social problems, therefore, would be the ultimate way using innovation in different dimensions of the society. In economics, for example, innovation can lead to improvising new measures and policies for upgrading the poor

economies.

Similarly, the multinational organization should also use new trends of operating the international markets. In such a way, they transform the existing policies of the markets as well as creating an enabling environment for the emerging organizations. Additionally, the companies in advanced economies can also use social innovation to bridge the gaps between them and the other companies from under-developed economies.

There are outcries across the globe that politicians do not prioritize the concerns of the citizens. The governments, therefore, can establish innovative methods of handling such issues. For example, the society should develop new strategies and policies that would increase political participation through public avenues.

In such case, the society would improvise practical ways of harmonizing and incorporating the social issues with political priorities. The approach would not only improve the living standards of the citizens, but also reduce the international wrangles that emanate from political issues. Similarly, the approach also reduces other problems related to political issues as well as improving the economy.

Social innovation is also an important tool for establishing legal measures in the society. While corruption has become a stumbling block that is derailing development in several countries, the government can use innovative ways of phasing it out. For example, the government can improvise new surveillance measures of handling corruption in public offices (Eisingerich & Tsai, 2010).

Culturally, social innovation has become an important mechanism of understanding different cultures of the world. Through the use of social

networks, for example, networking across the globe has become increasingly easy. For example, the American, European, Asian and African cultures can be easily diffused through the social media.

Some of the World's largest social networks such as Facebook, Instagram and Twitter have increased interaction across the world, thereby increasing globalization of culture. In addition, innovation is also critical to understanding various aspects of the local culture. In Africa, for example, new measures should be established in order to phase out traditional practices such as FGM (Fosdick, 2001).

Conclusion

Through social innovation, the society can develop new, measures, procedures, ideas, and policies for solving various social problems of any kind. Innovation, therefore, is a critical tool for creating changes in different social avenues. In addition, social innovation is essential to transforming the conditions of social standards.

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